

Festival And Special Event Management Ebooks About Festival And Special Event Management Or Read Online

Discover how to successfully plan, implement, promote and manage festivals and community events of all sizes, shapes and kinds. Unique insights, tips, tools, samples and resources are based on the author's years of hands-on experience. This easy-to-read handbook follows a logical progression from start to finish.

"Provides those involved in the conduct of events in regional Australia with a comprehensive insight into the event management process." - preface.

This book provides, both an overview of event studies and a foundation for professional event management.

Events Management 1e John Beech, Sebastian Kaiser and Robert Kaspar The Business of Events Management provides an accessible and lively introduction to the practice of managing an event, festival, conference or congress. Written by a team of international experts, the book incorporates the latest thinking in events management and highlights key theories, concepts and models by using a range of case studies and examples. This book will enable you to: Manage the financial aspects of events management Understand the impact of events on built and natural environments Explain the role of volunteers in an event and understand the challenges that managing them involves Understand the key issues in planning and designing a venue Each chapter features a real-life case study to illustrate key concepts and place theory in a practical context, as well as preparing students to tackle any challenges they may face in managing events. Case studies include the Edinburgh International Festival, the 2010 Winter Olympics and Indian Premier League Cricket.

Whether you want to break into this burgeoning industry, or you simply need to plan an event and don't know where to start, there's something for all would-be event planners in Event Management For Dummies. Packed with tips, hints and checklists, it covers all aspects of planning and running an event – from budgeting, scheduling and promotion, to finding the location, sorting security, health and safety, and much more. Open the book and find: Planning, budgeting and strategy Guests and target audience Promoting and marketing events Location, venue and travel logistics Food, drink, entertainment and themes Security, health and safety, permissions, insurance and the like Tips for building a career in event management

Allen's Festival and Special Event Management, Essentials Edition serves as a concise yet comprehensive, step-by-step handbook for modern event management. This Essentials edition gives students contemporary lessons and insights that they can relate to. It brings theory to life through copious practical examples, illustrative diagrams and unique case studies demonstrating best practices and pitfalls. Industry experts from across APAC's event planning sector have contributed content to key contemporary topics including sustainability, risk management, project management and strategic alignment to client goals. This edition also features Wiley's Future Student Guide, a unique tool which provides expert and practical advice on career preparedness making for more future-ready graduates.

The Ultimate step-by-step guide to concert, festival and special event production. Includes forms, agreements, checklists, applications and guidelines to facilitate successful production. Over 300 links to industry directories, vendors, suppliers, advertising, booking agencies and associations.

* An ontology of the study of planned events and the professional practice of event management and event tourism;* User friendly explanations and language to explain and contextualise jargon and technical terms within this wide and varied field;* E version has an interactive function with hyperlinks to sources, books in the EMTM series as well as ability to bookmark pages, instant linkage to cross references and more. This Dictionary, produced by a distinguished and varied panel of international editors, is an invaluable reference for students, academics, practitioners, researchers, policy makers. For the first time, it compiles and defines a comprehensive glossary of terms used in the event-specific literature. Whilst many of these terms are commonplace, their usage in the events literature is often specific and in need of interpretation. Whilst there are numerous short entries and basic definitions, the emphasis has been placed on terms with high relevance to planned events, and in particular to theories, concepts and models specific to event studies. Multiple usages, including quotations are provided, where relevant, to cover the breadth of meanings and applications of the terms. Part of the Event Management Theory and Methods Series. This series examines the extent to which mainstream theory is being employed to develop event-specific theory, and to influence the very core practices of event management and event tourism. They introduce the theory, show how it is being used in the events sector through a literature review, incorporate examples and case studies written by researchers and/or practitioners, and contain methods that can be used effectively in the real world. With online resource material, this mix-and-match collection is ideal for lecturers who need theoretical foundations and case studies for their classes, by students in need of reference works, by professionals wanting increased understanding alongside practical methods, and by agencies or associations that want their members and stakeholders to have access to a library of valuable resources. Series editor: Donald Getz PhD., Professor Emeritus, University of Calgary, Canada.

Principles of Festival Management is a complete guide to developing and running a festival from inception to evaluation, covering all aspects of festival management and key central issues and contemporary debates. It focuses on the practical skills and knowledge needed for successful festival management, with a step by step approach to the planning, managing and staging processes. Theoretically underpinned, it provides a combination of management perspectives, practical advice and festival studies understandings across a diverse range of festivals, art-forms, audiences, locations, impacts and business models, enabling readers to think critically about the many challenges facing festivals managers. Principles of Festival Management provides the reader with a single port of call for developing and running a festival from inception to evaluation, covering all aspects of festivals management and discussing the key central issues and contemporary debates (such as financing, volunteering, security and much more). It is a vital resource for undergraduate and postgraduate students and academics in the fields of events, festivals, arts, music industry and cultural management and leisure and tourism studies, as well as early career festivals managers and employees.

Across the world each year events of every shape and size are held: from community events, school fairs and local business functions through to the world's largest festivals, music events, conferences and sporting events. As well as causing celebration and giving voice to issues, these public parties use up resources, send out emissions and generate mountains of waste. Events also have the power to show sustainability in action and every sustainably produced event can inspire and motivate others to action. Written by a leader in event sustainability management, this book is a practical, step-by-step guide taking readers through the key aspects of how to identify, evaluate and manage event sustainability issues and impacts and to use the event for good – it's for events of any style and scale, anywhere in the world. Now in its third edition, this is the indispensable one-stop guide for event professionals and event management students who want to adjust their thinking and planning decisions towards sustainability, and who need a powerful,

easy-to-use collection of tools to deliver events sustainably.

Event Management for the Tourism and Hospitality Industries provides a theoretical and practical approach to teach students of Tourism and Hospitality the basics of planning, managing and evaluating all types of events. Chapters cover skills such as visitor segmentation, product analysis, developing a budget, promotion and after-event assessment. Special emphasis is placed on critical issues now facing event managers such as environmental sustainability and awareness of cultural diversity, technology and community engagement. The reader will learn the necessity of connecting events with the community heritage and culture to provide the local, personalized experience desired by visitors. Each chapter covers a unique step in the planning process and corresponds to a section of a detailed event plan outline found at the end of the book that can be submitted as a semester-long assignment. Making use of international case studies in every chapter, this book provides real-world examples to contextualize the information given. This will be essential reading for all Tourism and Hospitality students with an interest in Events Management and Design, and for practitioners employed in tour companies, cruise ships, destination management organizations and cultural festivals.

Festival and Event Tourism Impacts provides a comprehensive review and analysis of the multi-faceted impacts that festival and events have on a host community, whether positive or negative, and offers recommendations for communities for the successful management of this kind of tourism. Opening chapters define festival and event tourism impact concepts utilized in the field and their evolution throughout the years, followed by an exploration of the current issues facing communities. The second part discusses sustainability and environmental issues that affect destinations and communities as a result of festival and event impacts. Subsequent chapters outline further impacts and finally address cutting-edge event tourism development and impact management strategies and considerations such as innovative management approaches, sustainability, and social responsibility, for example, and identify future trends and issues within a multidisciplinary global perspective. A variety of geographical locations are exemplified throughout as well as a range of diverse event types including the Formula One Grand Prix in Monaco, Pope Francis' visit to Mauritius in 2019, and the 29th Summer Universiade in Taiwan, among many others. Drawing on the knowledge and expertise of highly regarded academics from around the world, this will be of great interest to all upper-level students and researchers in Tourism, Hospitality, Events, and related fields.

"I found this text to be exactly what we were looking for to give our students a good understanding of the contemporary issues that affect the Events industry. I have recommended this as essential reading. It is well written and the format makes it an easy read raising key issues and challenging theory." - Tanya Bellingham, School of Tourism & Hospitality, University of Plymouth "An essential events management reference handbook which addresses a number of key issues within the industry. A very interesting read!" - Thomas Fletcher, Liverpool John Moores University In recent years we have seen an enormous growth of festivals and event activity and the literature within the field is consequently huge. In order to make sense of this rapid and dynamic development, students are dependent on a book that can lead them through the myriad of theoretical frameworks offered. This book naturally situates itself in the middle of this need, offering a comprehensive and illuminating account of the festival and event field. Written with academic rigour yet accessible at the same time, Quinn proves herself to be an outstanding communicator and stimulator of knowledge. International in content and timely in its up to date coverage of key topics, this will be an invaluable reference source for students from of Event Management, Hospitality Management, Tourism Management, and Sport and Leisure Management.

The book examines the different aspects of events management. It is divided into three parts. The first part provides an introductory outline of the historical developments and current state of the industry, while also taking into account wider political and cultural issues. The second part of the book concentrates on practical operations management, including planning, project management, marketing, human resource management, health and safety, logistics and funding. Finally, the third part covers critical issues such as impacts, sustainability and legacy of events. Each chapter contains case studies from around the world and review questions, ensuring that the book is a useful learning tool and provides a current and up-to-date view of the industry in this increasingly popular field of study. The publication is designed for students and practitioners in the event sector and has been developed so that readers are able to understand theory and concepts presented through applied examples.

The growth of events and festivals has been significant over the last decade and a wide range of skills are essential to ensure those events are successful. This requirement has been instrumental in stimulating the creation of more tertiary education opportunities to develop events management knowledge. As the discipline develops, knowledge requires direction in order to understand the changing advances in society. This is the first book to take a futures approach to understanding event management. A systematic and pattern-based understanding is used to determine the likelihood of future events and trends. Using blue skies scenarios to provide a vision of the future of events, not only capturing how the events industry is changing but also important issues that will affect events now as well as the future. Chapters include analysis of sustainability, security, impacts of social media, design at both mega event and community level and review a good range of different types of events from varying geographical regions. A final section captures the contributions of each chapter through the formation of a conceptual map for a future research agenda. Written by leading academics in the field, this ground breaking book will be a valuable reference point for educators, researchers and industry professionals.

Food and Wine Festivals and Events Around the World is a pioneering text that recognises the importance of this rapidly growing aspect of the tourism industry. Food and wine festivals and events play a significant role in rural and urban development and regeneration and the impacts of these events can be far ranging at a social, political, economic and

environmental level. This innovative book recognises the development of food and wine festivals as a part of regional and national tourism strategies and uses international case studies to illustrate practice and contextualise theory. Bringing together an international contributor team of experts, this is the first book to study this profitable and expanding area of the tourism industry and provides a unique resource for those studying in the fields of tourism, event management and culinary arts.

Events of all types are produced every day for all manner of purposes, attracting all sorts of people. To provide a safe and secure setting in which people gather is imperative. Event risk and hazard management must be fully integrated into all event plans and throughout the event management process. Hazard management is the planning process required for the effective management of potential adverse incidents and areas of uncertainty. It involves intensive, detailed planning and cooperation to apply control systems to minimise hazards associated with venues, outdoor sites, work procedures, facilities, equipment and crowds of spectators. It involves planning for emergencies and security, and compliance with legal constraints and requirements. Risk and Hazard Management for Festivals and Events provides students with a comprehensive, fully integrated planning and management mechanism that can be applied to events of all types and size. The Event Safety Management System provides guidelines and processes for proactive methods to identify, assess and control hazardous conditions and practices. The system incorporates design of festival venues and sites, and unites the operational functions of crowd control, communications, security, terrorism prevention processes and emergency response protocols. Explanation of the causes of crowd disasters and studies into crowd behaviour are supported with international case studies. Written in an accessible, practical way, this book is essential reading for all events students and event managers.

Events Management is the must-have introductory text providing a complete A-Z of the principles and practices of planning, managing and staging events. The book: introduces the concepts of event planning and management presents the study of events management within an academic environment discusses the key components for staging an event, covering the whole process from creation to evaluation examines the events industry within its broader business context, covering impacts and event tourism provides an effective guide for producers of events contains learning objectives and review questions to consolidate learning Each chapter features a real-life case study to illustrate key concepts and place theory in a practical context, as well as preparing students to tackle any challenges they may face in managing events. Examples include the Beijing Olympic Games, Google Zeitgeist Conference, International Confex, Edinburgh International Festival, Ideal Home Show and Glastonbury Festival. Carefully constructed to maximise learning, the text provides the reader with: a systematic guide to organizing successful events, examining areas such as staging, logistics, marketing, human resource management, control and budgeting, risk management, impacts, evaluation and reporting fully revised and updated content including new chapters on sustainable development and events, perspectives on events, and expanded content on marketing, legal issues, risk and health and safety management a companion website: www.elsevierdirect.com/9781856178181 with additional materials and links to websites and other resources for both students and lecturers

Electronic Inspection Copy available for instructors here Written by a team of twenty-five high profile, international authors, this exciting new text successfully combines theory and practice, making it a must-have for all students of Events Management. Events Management: An International Approach provides comprehensive coverage of all the most common types of events, preparing students for a future career in Events Management. Covering key issues such as fundraising, sponsorship, globalization and sustainability, this text addresses the challenges and examines the realities of events management in an international context. A wide range of case studies and examples look at sporting, music, catering and fundraising events across Europe, Africa, Asia, Australia and North America. Key features include: • An international approach, drawing on a wide range of cases from around the world • Extensive pedagogical features such as Diary of an Event Manager and Exercises in Critical Thinking • A companion website offering a full Instructor's Manual, PowerPoint slides, additional case studies and links to SAGE journal articles This book is essential reading for all undergraduate and postgraduate students studying Events Management. Visit the Companion Website at www.sagepub.co.uk/ferdinand Nicole Ferdinand is Senior Lecturer in Events Management at the London Metropolitan Business School. Paul J. Kitchin is Lecturer in Sports Management at the University of Ulster.

Events Feasibility and Development: From Strategy to Operations describes the latest tools and techniques used for the strategic growth of the event industry around the world. It illustrates how events and festivals are assets to countries, companies and their people. This book answers two fundamental questions faced by all events planners and organizers: "how do I justify this event to the client?" and "why are we spending money on this event?" This book is supported by video presentations for teaching and training. Events Feasibility and Development: From Strategy to Operations unpicks core issues such as: Developing a viable events program for the company or region Forecasting models and return on investment Operational integrity and its feasibility Integrating all the management processes to ensure best practice International case studies and examples are used throughout with practical insights and supporting theory. Case studies include: crowd number forecasting, planning a torch relay around the world, getting the most out of volunteers, and examples are drawn from around the world, from Scotland to Saudi Arabia to Sydney.

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Conferences, symposiums, and other large events that take place at far away hotels require many hours of preparation to plan and need a capable event staff to market. Without the innovative technologies that have changed the face of the tourism industry, many destinations would be unequipped to handle such a task. Impact of ICTs on Event Management and Marketing is a collection of innovative research on the methods and applications of information and communications technologies on almost all facets of hospitality and tourism-related businesses including hotels, restaurants, and other tourism areas. While highlighting topics including digital marketing, artificial intelligence, and event tourism, this book is ideally designed for business managers, event planners, and marketing professionals.

The book provides a proven and effective system that is not only accountable and responsible but also fosters the creativity so essential to an industry called \"events\". There are two trends in the modern event industry .The first is the drive for professionalism in response to internal and external forces which shows in compressed form the historical process that is occurring in events. The other trend is convergence that is the convergence of corporate and public events. This book not only describes the best practices in corporate event project management; it also allows you to prepare for the coming changes in the corporate event industry. It introduces the basic event project management process. It also explores the importances of the venue, or event

site. The simple language of this book will be very helpful for the students.

This book on events-related research marks a watershed in the development of a "Nordic School" of festival and event research. Each of the chapters presents a new and interesting approach to the study of events, in terms of methods, perspectives or content. It is mostly rooted in management theory but also incorporating other perspectives that enhance our understanding of the phenomena. Implications for real-world applications in tourism, hospitality, and community development are also at the fore. The scholarship is comprehensive, not focused on only tourism or economic aspects. Management theory, including stakeholder management, social networks, and institutionalization processes is being applied. Attention is being given to the multiple roles festivals and events play in society, and to evaluation of their worth and impacts. Innovative methods are being developed to examine event experiences, innovation processes, and success factors. There is now a critical mass of scholars in the Nordic countries that share a strong interest in event studies, and they are engaged in collaborative research, making it an appealing and innovative region for other event students and researchers to visit. It can be expected that the Nordic school will take an increasingly important place in the development of event studies, which is now truly global in terms of scholarship and university degree programs. This book was originally published as a special issue of Scandinavian Journal of Hospitality and Tourism. This book will give you all you need to plan and manage crowds safely at your next event. I give you my best methods models and tips from over 30 years experience.

Summary: "Public parties always have and always will be a part of the human story. Yet those who stage events have a social and environmental responsibility to reduce their impacts. Written by a leader in the field, this fully updated, practical, step-by-step guide leads readers through the key aspects of how to understand and manage the impacts of events of any type and scale. Readers are provided with checklists for action and tools for measuring performance and numerous examples and case studies from across the world are integrated throughout"--

Human Resource Management for Events is the first text to cover management of human resources in the event environment. Linking theory, research and application it covers the differing and various types of event in which human resource management is key, such as: * Business Events - a vast sector including events people who manage conferences, exhibitions, incentive trips and individual business travel. * Sporting Events - this sector includes sporting events ranging from the Olympic Games, Rugby World Cup, Soccer World Cup, Tour de France, Grand Prix to many smaller, local sporting events. * Arts and Entertainment - the logistics, risk and financial issues facing entertainment events are leading to the development of more sophisticated operational skills for this sector. Music festivals are increasingly popular. * Public Events - civic ceremonies, parades, celebrations, festivals and protests all fall within the scope of public events. Planning, approval and risk management are increasingly on the agenda for all levels of government. The particular challenges provided by such events are varied. The size of the workforce explodes at the time of the event to include the event management team, many paid staff, hundreds of volunteers and multiple contractors, such as food vendors and cleaning teams. Everyone working on the site comes into the scope of the event workforce. Little time is available for training and motivation plays a key role in retention and customer service. Decision making occurs on the run and the event is over before anyone can think about performance appraisal. The environment is further characterised by a fast pace, high stress levels and many workers are fatigued by the bump in period before the event audience pours through the gates to add yet another level of pressure. These features of the human resources environment are quite different to those of the traditional workforce. Human Resource Management for Events is vital reading for both students and practitioners involved in this crucially important aspect of event management.

The different stages of a festival's evolution provide a plethora of opportunities for us to better understand our culture, the relationships we build, what we value in our culture and our communities, and how we socialize and interact with one another. Managing and Developing Community Festivals and Events brings together community festival and event research from nine different countries. It critically explores how festivals and their communities develop and impact upon one another. The chapters focus on a wide range of festivals such as food and culinary festivals, art events, religious pilgrimage and feast festivals, as well as a variety of diverse themes such as joy, civil unrest, preservation of cultures and authenticity.

Contemporary events management is a diverse and challenging field. This introductory textbook fully explores the multidisciplinary nature of events management and provides the student with all the practical skills and professional knowledge they need in order to succeed in the events industry. It introduces every core functional area of events management, such as marketing, finance, project management, strategy, operations, event design and human resources, in a vast array of different event settings from sport to political events. This new edition has been updated to include: • New and updated content on developments in technology, risk management and event volunteering. • New and updated case studies that include emerging economies. • New industry voices by international practitioners. Every topic is brought to life through vivid case studies, personal biographies and examples of best practice from the real world of events management. Written by a team of authors with many years' experience of working in the events industry, Events Management: An Introduction is the essential course text for any events management programme.

This introduction to Event Sponsorship provides students with an essential understanding of the important role of sponsorship in an event, how this can be gained and successfully managed to the benefit of both the sponsor and sponsee. The text starts with an investigation of the origins of sponsorship and then considers all important elements of Events sponsorship management. It considers what sponsorship is, its history and evolution, what its marketing uses are, how it can be used efficiently; the benefits it can bring to an event; and how its results can be measured. It also considers other funding sources for events including government grants, crowd source funding and merchandising. To reflect changes in the way firms communicate with their customers, there is a strong focus on the use of social media, e – marketing and technology in sponsorship. The text uniquely considers topics of sponsorship from perspective of both the sponsor and the sponsee (the event) to provide a holistic view of the sponsorship process. Case Studies are integrated throughout to show how both small and large scale events have successfully gained and used sponsorship as well as potential pitfalls to avoid. Learning outcomes, discussion questions and further reading suggestions are included to aid navigation throughout the book, spur critical thinking and further students' knowledge. This is essential reading for all students studying Events Management.

Festivals provides a realistic framework to explore how arts-based and community-based cultural festivals around the world thrive. Festivals highlights the big picture, as well as the intricate details that comprise the delivery of a festival to plan and execute a successful festival. Festivals will benefit experienced festival planners as well as those who aspire to enter or develop their

skills in the dynamic field of festival making. Its approach is systematic, using case studies of numerous internationally iconic festivals and interviews with experts in the field. The book provides, for the first time, concrete evidence of how with proper planning, design and leadership, communities may benefit from hosting local festivals.

Festival and Events Management: an international perspective is a unique text looking at the central role of events management in the cultural, tourism and arts industries. With international contributions from industry and academia, the text looks at the following: * Events & cultural environments * Managing the arts & leisure experience * Marketing, policies and strategies of art and leisure management Chapters include exercises, and additional teaching materials and solutions to questions are provided as part of an accompanying online resource.

Bachelor Thesis from the year 2020 in the subject Environmental Sciences, grade: 1,2, University of Applied Sciences Saarbrücken (Fakultät Wirtschaftswissenschaften), language: English, abstract: This research analyses the extent to which sustainability at a festival can be managed and how desirable behaviour can be communicated and established. With decreasing profits through record sales, artists increasingly depend on live performances and touring. As it is common knowledge that big music festivals often harm the environment, visitors expect event organizers to comply with sustainable measures. Festival managers are, however, restricted in their implementation of eco-friendly practices, as an event is dependent on the interaction of many stakeholders. Music festivals offer a unique opportunity for event managers to attempt to influence attendee's behaviour to be more sustainable through their diversity and playfulness. By creating the appropriate framework, festival creators can shift a festival towards sustainability. To do that, they must understand their stakeholders' values, motivators, drivers, and barriers of greening an outdoor music festival. This paper is based on data derived from existing research and literature in the fields of event management, sustainability, sociology and behavioural research. It illustrates basic greening approaches along with the operational limits of event organizers.

Festivals and special events have grown into a massive industry worldwide, generating billions of dollars for regional centres, states and countries. Festivals and special events bring people together to celebrate, to remember, to support and to identify as a community or nation. This Australian content-based book provides anyone involved in event management with an introduction to the principles associated with planning, managing and staging festivals and special events. This book presents the study of festival and special event management, introducing readers to the concepts of festival and.

Expands on the coverage and discussion of event management issues and strategies introduced in the first and second editions.

A companion to "Special Events Production: The Resources," this text analyzes the process of event planning to provide a unique guide to producing events. It explains budgeting and resource concerns, planning and cost projections, and the role of the well-crafted proposal.

Festival and Special Event Management, 5th edition continues the comprehensive overview of the theory and procedures associated with festivals and special events established in previous editions. The new edition of this market-leading text introduces developments and professional tools, and considers the globalisation and subsequent internationalisation of event management. The role of marketing and communication, environmental planning, the increasing role of governments through the creation of event strategies, and the different perspectives of event management are all discussed. This edition aims to embrace and extend the growing body of knowledge relating to event management by tracking many of the recent changes and developments in the field. This offers students a current, relevant textbook for their study and professional reference. Electronic Inspection Copy available for instructors here In recent years we have seen an enormous growth of festivals and event activity and the literature within the field is consequently huge. In order to make sense of this rapid and dynamic development, students are dependent on a book that can lead them through the myriad of theoretical frameworks offered. This book naturally situates itself in the middle of this need, offering a comprehensive and illuminating account of the festival and event field. Written with academic rigour yet accessible at the same time, Quinn proves herself to be an outstanding communicator and stimulator of knowledge. International in content and timely in its up to date coverage of key topics, this will be an invaluable reference source for students from Event Management, Tourism and Leisure studies. It will also be of great use for students from Business Studies, Marketing, Cultural Studies and Geography.

Sustainable management is an important consideration for businesses and organisations, and the enormous number of tourism events taking place requiring facilities, power, transport, people and much more makes sustainable event planning a considerable priority. By looking at mega events, sports events, conferences and festivals, this book uses best practice case studies to illustrate sustainable management issues and practical considerations that managers need to apply, providing an essential reference for researchers and students in leisure and tourism.

This book is designed to help prepare students to plan, organise, and direct special events and festivals. This book includes a look at the evolution and history of special events and explains the skills and processes needed to implement them. This nuts-and-bolts approach details the methods to achieve specific goals and objectives in event planning from concept to completion. The second edition includes updates on technology and new case studies, addresses major issues such as terrorism, and provides a new chapter on professional opportunities in event management.

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